

The Hollywood Media District Business Improvement District

Quarterly Report January – March 2010

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
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The Hollywood Media District BID
Second Quarter Report
January – March 2010
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of eight hundred eight dollars and thirty seven cents (\$808.37); a water cooler, which under the new contract has become the responsibility of the BID, at a cost of two hundred and twenty five dollars (\$225.00); utilities at a cost of five hundred eighteen dollars and forty six cents (\$518.46) and LADWP Outdoor Security Lighting Program at a cost of six hundred fifty seven dollars and two cents (\$657.02). The BID printed business cards for the security team at a cost of seventy one dollars and thirty four cents (\$71.34). The BID also incurred expenses to make repairs to the office in the amount of five hundred eight dollars and fifty one cents (\$508.51).

The costs associated with the patrol vehicle included: gas, maintenance, insurance and registration at a cost of eight thousand two hundred and fifty four dollars and ninety nine cents (\$8,254.99).

In this quarter, the BID incurred a total of ninety two thousand eight hundred sixty five dollars and twenty nine cents (\$92,865.29) for security services including security patrol, uniforms and administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 1st quarter security expenditures were one hundred nine thousand, seven hundred, seventy three dollars and ninety eight cents (\$109,773.98).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

The Hollywood Media District BID
First Quarter Report
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Total 1st quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty one thousand thirty two dollars and thirty seven cents (\$51,032.37).

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. There were no expenditures in this category during this quarter.

The BID distributed the quarterly newsletter to keep the stakeholders updated on current and future projects at a cost of two hundred eleven dollars and three cents (\$211.03) including copying and postage.

Each year the BID donates funds to local non-profits within the boundaries of the district. In this quarter, the BID donated two thousand five hundred dollars (\$2,500.00) to the Boys and Girls Club, a local group providing programs to area youth. The BID also contributed to the reception sponsored by the Hollywood Chamber of Commerce to welcome the new Chief in the amount of two hundred and seventy two dollars (\$272.00).

The BID paid the removal fee for the decorative wreaths on the new pedestrian lights along Highland Avenue at a cost of six hundred and fifty dollars (\$650.00).

The BID paid Ultrasigns two thousand nine hundred and thirty five dollars (\$2,935.00) to replace the solar battery pack and repair the gateway sign at Highland and Melrose.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled six hundred fifty five dollars and eighty cents (\$655.80).

Total 4th Quarter Improvements and Marketing expenditures were thirteen thousand five hundred twenty three dollars and eighty three cents (\$13,523.83).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health

The Hollywood Media District BID
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insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage and taxes.

Total management expenditures for this quarter were twenty three thousand four hundred thirty six dollars and seventy one cents (\$23,436.71).

In this Quarter, the BID received five hundred and six thousand fifty eight dollars and seventy one cents (\$506,058.71) in assessments, and one hundred thirty one dollars and ninety eight cents (\$131.98) in accrued interest and two hundred fifty one dollars and eleven cents (\$251.11) in total money market interest.

Special Projects/Contingency:

The BID held its Annual Meeting once again on the rooftop of Iron Mountain. This event was extremely well attended and was an opportunity to update the stakeholders on the BID's successes and future projects. The BID was reimbursed five hundred dollars (\$500.00) for the band.

Each year the BID organizes a holiday dinner in which each Board member that attends reimburses the BID. Total cost in this quarter was four hundred eighteen dollars and fifty nine cents.

The BID incurred Recovery costs in this quarter in the amount of twenty one thousand two hundred forty five dollars and sixty eight cents (\$21,245.68).

Total Special Projects/Contingency expenditures in this quarter were twenty one thousand one hundred sixty four dollars and twenty seven cents (\$21,164.27).

5:52 PM
05/23/10
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2010

	Jan - Mar 10
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	131.98
Property Tax Assessments - Other	506,058.71
Total Property Tax Assessments	506,190.69
Interest Income	251.11
Total Income	506,441.80
Expense	
Security	
Business Cards	71.34
Cell Phone/Telephone office	808.37
repairs	508.51
water cooler	225.00
Total office	733.51
Patrol Car	
registration	237.00
Insurance	5,412.80
gas/maintenance	2,605.19
Total Patrol Car	8,254.99
Security Camera	
Maintenance	5,865.00
Total Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,124.34
Security Services	85,966.37
Security Lights	657.02
Utilities - Security Office	518.46
Total Security	109,773.98
Cleaning and Maintenance	
Tree Pruning	46,443.03
Admin	3,465.00
Admin Assistant	1,124.34
Total Cleaning and Maintenance	51,032.37
Improvements and Marketing	
holiday decor	650.00
Newsletter	
Postage	110.00
Newsletter - Other	101.03
Total Newsletter	211.03
Admin	6,300.00
Admin Assistant	655.80
Gateway/Highland	
Gateway Project	
Sign Repair	2,935.00
Total Gateway Project	2,935.00
Total Gateway/Highland	2,935.00
Community Relations Programs	2,772.00
Total Improvements and Marketing	13,523.83
Management	
Gas	165.70
Payroll Service	295.60
Management Consulting	8,085.42
Assistant	6,464.76

5:52 PM
05/23/10
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2010

	Jan - Mar 10
Insurance - Health	1,238.56
Taxes - Payroll	1,821.47
Insurance	3,919.00
Telephone	752.81
Postage/Messenger	44.00
Meeting Supplies	345.49
Office Equipment/Maintenance	197.54
Office Expense	106.36
Total Management	23,436.71
Special Projects	
Holiday Dinner	418.59
Annual Meeting	-500.00
City/County Collection Fee	21,245.68
Total Special Projects	21,164.27
Total Expense	218,931.16
Net Ordinary Income	287,510.64
Net Income	287,510.64

5:53 PM
05/23/10
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of March 31, 2010

	<u>Mar 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
Citibank	110,191.99
Wells Fargo	33,801.51
checking	14,078.16
First Regional Bank-#0728	398,573.82
Total Checking/Savings	<u>556,645.48</u>
Total Current Assets	<u>556,645.48</u>
TOTAL ASSETS	<u><u>556,645.48</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	2,153.16
Total Other Current Liabilities	<u>2,153.16</u>
Total Current Liabilities	<u>2,153.16</u>
Total Liabilities	<u>2,153.16</u>
Equity	
Accumulated Fund Balance	266,981.68
Net Income	287,510.64
Total Equity	<u>554,492.32</u>
TOTAL LIABILITIES & EQUITY	<u><u>556,645.48</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report April – June 2010

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
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North Hollywood, CA 91606
818 780-9100 phone
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The Hollywood Media District BID
Second Quarter Report
April – June 2010
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of six hundred twenty three dollars and eighty eight cents (\$623.88); utilities at a cost of seven hundred eighty dollars and three cents (\$780.03) and LADWP Outdoor Security Lighting Program at a cost of seven hundred thirty one dollars (\$731.00). The BID ordered new uniform security polo shirts in the amount of one thousand eight hundred thirty nine dollars and forty cents (\$1839.40).

The costs associated with the patrol vehicle included: gas and maintenance at a cost of two thousand nine hundred and seventy one dollars and sixty nine cents (\$2971.69).

In this quarter, the BID incurred a total of two hundred forty two thousand seven hundred twenty six dollars and eighty three cents (\$242,726.83) for security services including security patrol and administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 2nd quarter security expenditures were two hundred fifty five thousand, five hundred, thirty seven dollars and eighty three cents (\$255,537.83).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 1st quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty three thousand thirty nine dollars and eighty four cents (\$53,039.84).

The Hollywood Media District BID
First Quarter Report
April – June 2010
Page 2

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. There were no expenditures in this category during this quarter.

Each year the BID donates funds to local non-profits within the boundaries of the district. In this quarter, the BID donated two hundred and fifty dollars (\$250.00) to buy Subway gift cards to distribute to the homeless while conducting the Hollywood Homeless Registration project.

The BID paid Lee Lee Films a total of three hundred and twenty dollars (\$320.00) to host and maintain the website.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred nine dollars and fifteen cents (\$709.15).

Total 2nd Quarter Improvements and Marketing expenditures were seven thousand five hundred seventy nine dollars and fifteen cents (\$7,579.15).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

Total management expenditures for this quarter were twenty thousand nine hundred ninety five dollars and nine cents (\$20,995.09).

In this Quarter, the BID received one hundred and eight thousand seven hundred and thirty one dollars and fifteen cents (\$108,731.15) in assessments, and seven hundred five dollars and seventy five cents (\$705.75) in total money market interest.

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First Quarter Report
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Special Projects/Contingency:

The BID held its annual Holiday Dinner and was reimbursed in the amount of one hundred and three dollars and eighty cents (\$103.80).

The BID purchased the 2010 LA 411 to be used to potentially attract new businesses to the district in the amount of seventy one dollars and forty six cents (\$71.46).

12:02 PM
08/11/10
Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

April through June 2010

	Apr - Jun 10
Ordinary Income/Expense	
Income	
Property Tax Assessments	108,731.15
Interest Income	705.75
Total Income	109,436.90
Expense	
Security	
Cell Phone/Telephone	
Patrol Car	623.88
gas/maintenance	2,971.69
Total Patrol Car	2,971.69
Security Camera	
Maintenance	5,865.00
Total Security Camera	5,865.00
Admin	
Admin Assistant	5,774.58
Uniforms	1,308.92
Security Services	1,839.40
Security Lights	235,643.33
Utilities - Security Office	977.79
	533.24
Total Security	255,537.83
Cleaning and Maintenance	
Tree Pruning	
Admin	48,450.50
Admin Assistant	3,465.00
	1,124.34
Total Cleaning and Maintenance	53,039.84
Improvements and Marketing	
Admin	
Admin Assistant	6,300.00
Marketing - Website, Signs,	709.15
Community Relations Programs	320.00
	250.00
Total Improvements and Marketing	7,579.15
Management	
Payroll Service	379.57
Management Consulting	8,085.42
Assistant	6,995.41
Insurance - Health	151.00
Taxes - Payroll	2,337.73
Accounting/Legal	432.50
Insurance	-14.74
Telephone	935.73
Memberships/Subscriptions	320.00
Postage/Messenger	218.25
Office Supplies	72.77
Meeting Supplies	346.28
Office Equipment/Maintenance	660.17
Office Expense	75.00
Total Management	20,995.09
Special Projects	
Holiday Dinner	-103.80
Special Projects - Other	71.46
Total Special Projects	-32.34
Total Expense	337,119.57
Net Ordinary Income	-227,682.67
Net Income	-227,682.67

12:04 PM

08/11/10

Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of June 30, 2010

	<u>Jun 30, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
Citibank	110,200.51
Wells Fargo	33,824.11
checking 2047 HMD	8,880.55
First Regional Bank-#0728	177,279.74
Total Checking/Savings	<u>330,184.91</u>
Total Current Assets	<u>330,184.91</u>
TOTAL ASSETS	<u><u>330,184.91</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	2,486.71
Total Other Current Liabilities	<u>2,486.71</u>
Total Current Liabilities	<u>2,486.71</u>
Total Liabilities	<u>2,486.71</u>
Equity	
Accumulated Fund Balance	268,042.24
Net Income	59,655.96
Total Equity	<u>327,698.20</u>
TOTAL LIABILITIES & EQUITY	<u><u>330,184.91</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report July – September 2010

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
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818 780-9100 phone
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**The Hollywood Media District BID
Third Quarter Report
July – September 2010
Page 1**

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of three hundred one dollars and sixty one cents (\$301.61); office repairs at a cost of six hundred twenty dollars and twenty two cents (\$620.22); water cooler at a cost of two hundred and twenty five dollars (\$225.00); utilities at a cost of one thousand four hundred sixty eight dollars and ninety four cents (\$1,468.94) and LADWP Outdoor Security Lighting Program at a cost of five hundred forty eight dollars and twenty five (\$548.25). The BID printed business cards in the amount of two hundred eighteen dollars and forty cents (\$218.40).

The costs associated with the patrol vehicle included: gas and maintenance at a cost of one thousand three hundred and seventy three dollars and thirty four cents (\$1373.34).

In this quarter, the BID incurred a total of one hundred fifteen thousand eight hundred eighty five dollars and seventy four cents (\$115,885.74) for security services including security patrol and administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 3rd quarter security expenditures were one hundred twenty six thousand five hundred six dollars and fifty cents (\$126,506.50).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

**The Hollywood Media District BID
Third Quarter Report
July - September 2010
Page 2**

Total 3rd quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty seven thousand two hundred twenty three dollars and thirty three cents (\$57,223.33).

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. There were no expenditures in this category during this quarter.

Each year the BID donates funds to local non-profits within the boundaries of the district and LAPD Hollywood Division. In this quarter, the BID donated eleven thousand dollars (\$11,000.00) to Hollywood Police Activities League, Hollywood Police Support Association, LACER, Hollywood Boys and Girls Club and the Blank Theatre.

The BID paid Lee Lee Films a total of sixty dollars (\$60.00) to host and maintain the website. A total of three hundred dollars and forty cents (\$300.40) was paid for newsletter copying and postage. The gateway sign was damaged and needed to be repaired at a cost of two thousand eight hundred twenty one dollars and fifty seven cents (\$2,821.57) and a banner permit fee was renewed at a cost of two hundred and five dollars (\$205.00).

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred fifty one dollars and seventy one cents (\$709.15).

Total 3rd Quarter Improvements and Marketing expenditures were twenty one thousand four hundred thirty eight dollars and sixty eight cents (\$21,438.68).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

The Hollywood Media District BID
Third Quarter Report
July – September 2010
Page 3

Total management expenditures for this quarter were twenty six thousand five hundred forty six dollars and ninety eight cents (\$26,546.98).

In this Quarter, the BID received three hundred and ninety one thousand six hundred and forty six dollars and thirty seven cents (\$391,646.37) in assessments, four hundred thirty three dollars and fifty cents (\$433.50) in accrued interest and four hundred thirty seven dollars and five cents (\$437.05) in total money market interest.

Special Projects/Contingency:

The BID held its Annual Meeting at a cost of three thousand nine hundred twenty eight dollars ninety four cents (\$3,928.94). Ren-Mar Studios had been providing free office space to the BID, however when it was purchased by Red Studios they needed the space. Hollywood Center Studios then graciously offered space. Total cost to move from Red Studios to Hollywood Centers Studios was three hundred five dollars and sixty six cents (\$305.66).

4:22 PM

11/05/10

Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

July through September 2010

	Jul - Sep 10
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	433.50
Property Tax Assessments - Other	391,646.37
Total Property Tax Assessments	392,079.87
Interest Income	437.05
Total Income	392,516.92
Expense	
Security	
Business Cards	218.40
Cell Phone/Telephone	301.61
office	
repairs	547.50
water cooler	225.00
office - Other	72.72
Total office	845.22
Patrol Car	
gas/maintenance	1,373.34
Total Patrol Car	1,373.34
Security Camera	
Maintenance	5,865.00
Total Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,292.89
Security Services	108,818.27
Security Lights	548.25
Utilities - Security Office	1,468.94
Total Security	126,506.50
Cleaning and Maintenance	
Tree Pruning	52,465.44
Admin	3,465.00
Admin Assistant	1,292.89
Total Cleaning and Maintenance	57,223.33
Improvements and Marketing	
Newsletter	
Postage	136.34
Newsletter - Other	164.06
Total Newsletter	300.40
Admin	6,300.00
Admin Assistant	751.71
Gateway/Highland	
Gateway Project	
Sign Repair	2,821.57
Total Gateway Project	2,821.57
Total Gateway/Highland	2,821.57
Marketing - Website, Signs,	265.00
Community Relations Programs	11,000.00
Total Improvements and Marketing	21,438.68
Management	
Tax & License	160.00
Payroll Service	398.52
Management Consulting	8,085.42

4:22 PM
11/05/10
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
July through September 2010

	<u>Jul - Sep 10</u>
Assistant	
Bonus	665.40
Assistant - Other	7,431.73
Total Assistant	<u>8,097.13</u>
Taxes - Payroll	2,822.00
Accounting/Legal	5,087.00
Telephone	871.50
Postage/Messenger	44.00
Office Supplies	518.05
Meeting Supplies	463.36
Total Management	<u>26,546.98</u>
Special Projects	
Contingency	305.66
Annual Meeting	3,928.94
Total Special Projects	<u>4,234.60</u>
Total Expense	<u>235,950.09</u>
Net Ordinary Income	<u>156,566.83</u>
Net Income	<u><u>156,566.83</u></u>

4:22 PM
11/05/10
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of September 30, 2010

	Sep 30, 10
ASSETS	
Current Assets	
Checking/Savings	
Private Bank MM	196,958.37
Citibank	110,206.95
Wells Fargo	33,841.16
checking 2047 HMD	13,907.01
First Regional Bank-#0728	133,335.55
Total Checking/Savings	<u>488,249.04</u>
Total Current Assets	<u>488,249.04</u>
TOTAL ASSETS	<u><u>488,249.04</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	3,984.01
Total Other Current Liabilities	<u>3,984.01</u>
Total Current Liabilities	<u>3,984.01</u>
Total Liabilities	<u>3,984.01</u>
Equity	
Accumulated Fund Balance	268,042.24
Net Income	216,222.79
Total Equity	<u>484,265.03</u>
TOTAL LIABILITIES & EQUITY	<u><u>488,249.04</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report October – December 2010

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

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The Hollywood Media District BID
Fourth Quarter Report
October – December 2010
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of six hundred fifty dollars and fifty eight cents (\$650.58) holiday bonuses at a cost of one thousand five hundred fifty dollars (\$1,550.00); there were no water cooler expenditures in this quarter; utilities at a cost of one thousand two hundred fourteen dollars and eighty six cents (\$1,214.86) and LADWP Outdoor Security Lighting Program at a cost of five hundred forty eight dollars and twenty five (\$548.25).

The costs associated with the patrol vehicle included: gas and maintenance at a cost of seven hundred and sixty dollars and thirty five cents (\$760.35).

In this quarter, the BID incurred a total of one hundred forty one thousand seventy three dollars and thirty six cents (\$141,073.36) for security services and seven thousand sixty seven dollars and forty one cents (\$7,067.41) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 4th quarter security expenditures were one hundred fifty eight thousand seven hundred twenty nine dollars and eighty one cents (\$158,729.81).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 4th quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were sixty six thousand nine hundred ninety one dollars and sixty five cents (\$66,991.65).

The Hollywood Media District BID
Fourth Quarter Report
October - December 2010
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Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. Total expenditures this quarter were seven thousand eight hundred sixty seven dollars and twenty five cents (\$7,867.25).

Each year the BID donates funds to local non-profits within the boundaries of the district and LAPD Hollywood Division. In this quarter, the BID donated eleven thousand dollars (\$11,000.00) to Hollywood Police Activities League, Hollywood Police Support Association, LACER, Hollywood Boys and Girls Club and the Blank Theatre.

A total of four hundred sixty two dollars and forty two cents (\$462.42) was paid for newsletter copying and postage. The BID installed holiday décor in the amount of one thousand seven hundred fifty five dollars (\$1,755.00).

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred fifty one dollars and seventy three cents (\$751.73).

Total 4th Quarter Improvements and Marketing expenditures were seventeen thousand one hundred thirty six dollars and forty cents (\$17,136.40).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

Total management expenditures for this quarter were twenty one thousand four hundred seventy one dollars and seventy cents (\$21,471.70).

The Hollywood Media District BID
Fourth Quarter Report
October – December 2010
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In this Quarter, the BID received three thousand three hundred and sixteen dollars and forty seven cents (\$3,316.47) in assessments, eight hundred twenty eight dollars and seventy five cents (\$828.75) in accrued interest and one hundred seventy three dollars and eighty nine cents (\$173.89) in total money market interest.

Special Projects/Contingency:

The BID held its Annual Meeting at a cost of two thousand six hundred ten dollars ninety seven cents (\$2,610.97). Each year the Board of Directors gathers for a holiday dinner; board members reimburse the BID however staff and several vendors are paid for. Total expenditure for the holiday dinner without all reimbursements received was seven hundred and sixty five dollars (\$765.00). The BID paid a notary public to endorse banking documents to close out some accounts in the amount of fifty eight dollars and one cent (\$58.01). The BID paid three hundred dollars (\$300.00) for a full-page ad in a tribute to honor LAPD Hollywood Division Captain Girmala. Annual elections were held and the cost for copying and postage was two hundred three dollars and twelve cents (\$203.12). The BID hosted the BID Consortium lunch in this quarter in the amount of four hundred fifty nine dollars and sixty seven cents (\$459.67).

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Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

October through December 2010

	Oct - Dec 10
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	828.75
Property Tax Assessments - Other	3,316.47
Total Property Tax Assessments	4,145.22
Interest Income	173.89
Total Income	4,319.11
Expense	
Security	
holiday bonus	1,550.00
Cell Phone/Telephone	650.58
Patrol Car	
gas/maintenance	760.35
Total Patrol Car	760.35
Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,292.83
Security Services	141,073.36
Parking - Security Officer	0.00
Security Lights	548.25
Utilities - Security Office	1,214.86
Total Security	158,729.81
Cleaning and Maintenance	
Tree Pruning	9,000.00
Planters/Planter Box	2,775.85
Admin	3,465.00
Admin Assistant	1,292.83
Cleaning and Maintenance - Other	50,457.97
Total Cleaning and Maintenance	66,991.65
Improvements and Marketing	
holiday decor	1,755.00
Newsletter	
Postage	176.00
Newsletter - Other	286.42
Total Newsletter	462.42
Admin	6,300.00
Admin Assistant	751.73
Community Improvement	
MTA Grant	
Wayfinding Grant	7,867.25
Total MTA Grant	7,867.25
Total Community Improvement	7,867.25
Total Improvements and Marketing	17,136.40
Management	
Annual Board Election	110.22
Internet Service	400.78
Payroll Service	463.19
Management Consulting	8,085.42
Assistant	
Bonus	250.00
Assistant - Other	7,431.83
Total Assistant	7,681.83
Insurance - Health	1,135.35
Taxes - Payroll	2,757.34

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01/31/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
October through December 2010

	Oct - Dec 10
Telephone	
Telephone - Local	-29.86
Telephone - Other	306.86
Total Telephone	277.00
Office Supplies	169.15
Meeting Supplies	294.29
Bank Service Charges	
Checks	33.22
Bank Service Charges - Other	63.91
Total Bank Service Charges	97.13
Total Management	21,471.70
Special Projects	
Contingency, notary, banking le	58.01
Contingency	962.79
Holiday Dinner	765.00
Annual Meeting	2,610.97
Total Special Projects	4,396.77
Total Expense	268,726.33
Net Ordinary Income	-264,407.22
Net Income	-264,407.22